ABSTRACT OF THE DISCLOSURE

Media objects such as film clips that have been stored for subsequent retrieval are represented in a display. In order to apply metadata tags to the objects, a user selects an individual media object from the display, and allocates a designated tag or set of such tags to the selected media object by placing a representation of the selected media object in a region of the display representing the designated tag or set of tags, whereby data relating to the selected media object is stored associating it with the tags so identified.

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